

# **Parks and Recreation Department**

## **Event and Marketing Intern**

### **Fall 2016**

FLSA Status: Non-Exempt

#### **General Definition of Work**

The Event Intern will assist the parks team in event planning and coordination, event production assistance, and future event research as well as any other related work as apparent or assigned. Work is performed under the supervision of the Community Event Managers and Community Outreach Manager. This internship is part time with a desired start date of Monday, August 15th through Friday, December 9th. Dates and hours are flexible. This internship is unpaid.

#### **Qualification Requirements**

*To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

#### **Essential Functions**

- Organizes, plans, and implements Fireside Tales Event Series
- Organizes guest list, location, catering and awards for annual Partner Celebration Banquet
- Designs logistics for Business Lighting Competition
- Coordinate and run last Movies in the Park
- Surveys guest attendees at fall events
- Researches and orders event needs for Voices, Derby, and Westfield in Lights events
- Organize, plan, and run October Bingo Brunch event
- Create signage, circulars, online promotion, posters etc. . .
- Assist in the distribution or delivery of marketing materials
- Continually update Website with graphics and information
- Monitor Social networks
- Maintains Website
- Designs Social Media campaigns for each event
- Online outreach and promotion using Facebook, Twitter, Instagram, and more
- Key Word Analysis
- Cost/Benefit Analysis
- Compile contact lists

#### **Knowledge, Skills and Abilities**

Students applying for this internship must have strong communication skills and should be majoring in Event Management, Marketing, Communications, or Business. Applicants should have excellent verbal and written communication skills, with extensive knowledge of Web and social media. PowerPoint, Word and

Excel experience is a bonus, and will be considered when choosing the best applicant for this internship position. This intern should be prepared to work in a fast-paced team environment, and will finish the internship having gained broad experience in various aspects of marketing.

### **Education and Experience**

Working towards a bachelor's degree in Event Management, Marketing, Communications, or Business.

### **Physical Requirements**

This work requires the frequent exertion of up to 10 pounds of force; heavy lifting requirement up to 75 pounds; work regularly requires sitting, speaking or hearing, using hands to finger, handle or feel and repetitive motions and occasionally requires standing, walking, stooping, kneeling, crouching or crawling, reaching with hands and arms, pushing or pulling and lifting; work requires close vision, ability to adjust focus, depth perception and color perception; vocal communication is required for expressing or exchanging ideas by means of the spoken word and conveying detailed or important instructions to others accurately, loudly or quickly; hearing is required to perceive information at normal spoken word levels and to receive detailed information through oral communications and/or to make fine distinctions in sound; operating machines and observing general surroundings and activities; work is generally in a moderately noisy location (e.g. business office, light traffic).

### **Special Requirements**

Valid driver's license in the State of Indiana

CPR Certification

First Aid Certification